

Wisconsin Urban Forestry Council

Minutes, July 19, 2000

Roald Evensen, Chair
Christine Giese, Vice Chair
Richard Rideout, Executive Secretary

7-19-2000

TO: Urban Forestry Council Membership

FROM: Mr. Ryan Baker

SUBJECT: The Wisconsin Urban Forestry Council Action Items

The following is a list of the items in the minutes that require action. Action on some items may be required immediately. Please notify me if you observe errors or omissions.

Action items:

- ☐ The Nominating Committee of Mark Dochnahl and Dave Liska are to recommend three candidates, either from the Council or industry, for the Governor's Council on Forestry. Recommendations are to be discussed at the October meeting.
- ☐ Dick Rideout will obtain the who, what, where, and why information about the Governor's Forestry Council.
- ☐ Mark, Dave, and incoming chair Chris Giese are to produce a letter to Preston Cole and Tony Perez concerning/questioning their involvement in the Council and asking for their recommendation of a replacement for their positions.
- ☐ Dick will send new appointment letters to Secretary Meyer for signature. Copies of letters will be sent to Chris and Mark.
- ☐ Nominating Committee and Chair are to provide a list of candidates for Dean Aberle's Board of Visitors for approval at October meeting. Chris is to contact Bruce Allison for his recommendations and whether he would be willing to be on the candidate list.
- ☐ Lisa offered to bring findings from minority outreach study to October meeting.
- ☐ Conference 2001 Committee, Kevin Hinkley and Chris Giese, will develop Sunday evening session.
- ☐ Wayne and Dick will work together on contacting people to serve on PR subcommittee.
- ☐ Wayne will contact Linda Barcz, of the Bruce Company, to work out details of combining displays at the 2001 Madison Builders Home Products Show.
- ☐ Dick, Wayne, and Laurie will coordinate purchasing plant material for Madison Builders Home Products Show.
- ☐ Executive Secretary will place Dave Stephenson on October agenda to discuss Tour des Trees.
- ☐ Mark your calendar for the council meeting being held October 18th at the WI Dept. of Agriculture in Madison.

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Rural Development Institute Building, Conference Room B, UW-River Falls
River Falls, Wisconsin

In attendance were 18 people.

The **voting members** were: Ms. Laurie Bishop, Mr. Mark Dochnahl, Mr. Roald Evensen, Chair, Ms. Christine Giese, Mr. Wayne Glowac, Mr. Paul Hartman, Mr. Kevin Hinkley, Mr. Gregory Lancaster, and Dr. Robert Miller

The **Ex Officio Non-voting Members** in attendance: Ms. Lisa Burban, Mr. Leif Hubbard, Ms. Bria Radtke representing Mr. Bill Brener and Mr. Richard Rideout.

The **Non-voting Interested Parties** in attendance: Mr. Glen Shirley, Mr. Bob Slater, and Mr. Mark Stennes.

The DNR Staff, who are **non-voting guests** in attendance: Mr. Ryan Baker and Mr. David Stephenson.

Absent Voting Members: Dr. R. Bruce Allison, Mr. Preston Cole, Mr. Jeff Edgar, Mr. Keith Erickson, Dr. Laura Jull, Mr. Paul Keller, Mr. Dave Liska, Ms. Mary Morgan, Mr. Tony Perez, Mr. Robert Skiera, Ms. Joan Stevens, Mr. Daniel Traas, and Mr. Les Werner.

The Council meeting came to order at 9:00 a.m. with Mr. Roald Evensen, Chair, presiding. The Chair welcomed the group and introduced Mr. Ryan Baker, Dick Rideout's new assistant, to the Council. The minutes from the last meeting held on April 19 in Madison were reviewed. Mark Dochnahl moved that the minutes be approved as read. Greg Lancaster seconded the motion. The motion carried.

The year-end, quarterly financial report was presented. Robert Miller made a motion for approval. Greg Lancaster seconded the motion. The motion carried.

Nominations for Council Positions

Mark Dochnahl informed the council that Glen Stanosz and Ed Freer would not be returning as voting members. Mark presented nominations of Dan Traas and Kevin Hinkley with a recommendation for approval. Dan will take Glen Stanosz's seat and Kevin will take the remaining 2 years of the seat vacated by Mark Browning last year. Ed Freer is contacting WASLA to request a new representative for his organization. Mark also reported on Jeff Edgar's interest in the Vice Chair position.

Roald Evenson introduced newly nominated, voting member, Kevin Hinkley of Lodi, WI. Kevin has lived in Lodi for 9 years and heads the tree team of the "Friends of Scenic Lodi Valley" organization. Welcome, Kevin!

Roald Evenson expressed his concern of the Council's need to be represented in the Governor's Council on Forestry since Bob Skiera has been unable to attend due to health reasons. Dick agreed and strongly recommended that the WUFC recommend a liaison to be appointed. Ken Ottman, Preston Cole, Don Thompson, and Bruce Allison were suggested as possible candidates. Chris Giese feels that an active member in Council should have first choice to be involved in the Governor's Council. The Council moved that the Nominating Committee come up with three recommendations for the Governor's Council

on Forestry by the October meeting for discussion. Dick Rideout will obtain more information on the Governor's Council.

Mark Dochnahl reported that Dave Liska has contacted both Preston Cole and Tony Perez about their involvement in the Council. Dick Rideout feels that the Council must have minority representation. Lisa Burban agreed and offered to bring findings of outreach study on strategies on reaching out to minorities to next meeting. Mark also reported that Dave Liska feels that a letter from the Chair to Preston Cole and Tony Perez concerning their lack of involvement be sent. The letter should ask them for other recommendations for their positions so that minority interests can be actively represented on the council.

Laurie Bishop moved to approve all the new and re-appointments. Robert Miller seconded. All approved. Dick will send appointment letters to Secretary Meyer for signature before mailing out. Copies will be sent Chris Giese and Mark Dochnahl for their files.

State Coordinator's Report/TCUSA Banquet Update

Dick Rideout reported on the US Senate Energy and Natural Resources Committee's, July 18-19, vote on the CARA, the Conservation and Reinvestment Act. The Senate's version of CARA is a different and stronger bill than that of the House's. The new version include \$50 million per year for the Urban and Community Forestry Program and \$50 million per year for the Forest Legacy Program, and for the Forest Service Economic Action Programs.

Dick reported that no TCUSA banquet is scheduled for 2001, but is planned for 2002. The council decided via e-mail to focus this year on the 2001 Tour des Trees, the Madison Home Products Show and the Builders Foundation grant project.

Report from the Chair – Grassroots Summit

Roald reported that Laurie Bishop would be attending the Grassroots Summit in Nebraska City in September.

Planning for 2001 Conference (January 28-30)

Roald asked for volunteers to set up a committee to develop the Sunday evening session. Chris Giese and Kevin Hinkley were appointed. They will come up with ideas/topics for session content.

Dave Stephenson reminded Council that the deadline for any graphic work for the conference is mid October.

Public Relations Committee Report

Builder's Association Grant Project

Wayne Glowac presented the Public Relations Committee Report. Wayne suggested a number of PR opportunities to the Council.

- A press release on Tree City USA. Wisconsin is 3rd in the nation in Tree City USA cities.
- A Root Appreciation Day for builders – showing builders how to properly prepare a job site, where tree roots are, and how to reduce damage to trees during construction.

- Millennium Grove project.
- Builders Association Trade Show (Madison in December) – Free display space, tabletop display on building with trees.
- Campaign to educate builders and public – Four advertisements/posters promoting public awareness of urban forestry were shown to the Council for input. The preference of the Council was to combine aspects from all posters in one. Kevin suggested incorporating photos of developed and undeveloped areas into the posters. Wayne asked for a PR subcommittee to be formed to give input into PR promotions. Dick offered his assistance. Laura Jull, Mary Morgan, and Gina Childs, and Regional coordinators were recommended for PR subcommittee. Dick and Wayne will work together on contacting these people about serving on subcommittee.

Wayne also discussed putting an urban forestry display at the Madison Builders Home Products Show. Laurie Bishop felt that it would be beneficial to combine the Bruce Co.'s booth with the Urban Forestry display. The display would be back to back and would share some of the same space and plant material. Wayne will contact Linda Barcz of the Bruce Co. to work out the details. The Council will need to purchase plants for the show. Dick, Wayne, and Laurie have offered to coordinate this purchase.

Tour des Trees / 2001 National Conference

Dave Stephenson reported on the status on the 2001 Tour des Trees. The event is scheduled for August 5-12, 2001. Dave has mapped a tentative route for the tour that includes four ISA chapters in Minnesota, Iowa, Illinois and Wisconsin. Dave is still working on the specifics of the tour. He is looking for ideas on creating anticipation for the event. Scheduling events in different cities along the way, getting media attention, celebrities riding along, *having Governor Ventura and Governor Thompson leading the tour on Harley's...* anything for PR opportunities. Kevin, Wayne, Greg, Chris, Lisa, Laurie have offered to assist Dave in planning the tour. Wayne Glowac moved to promote the Tour des Trees. Mark Dochnahl seconded. The motion carried.

Dialogue Session w/ Minnesota Shade Tree Advisory Committee (MNSTAC) Guests

Roald introduced Bob Slater, Glen Shirley, and Mark Stennes from the MNSTAC. The MNSTAC was formed in 1974 and is staffed by members of Minnesota Dept. of Transportation, Dept. of Agriculture, DNR, Universities, the arboriculture and computer industry, as well as elected members.

Dick suggested that a collaborative interstate council between MN and the WUFC could be created. This new council could benefit by sharing costs for workshops and seminars, compare each other's successes and failures, and share ideas for future projects.

Report from DATCP

Bria Radtke, sitting in for William Brener, handed out DATCP-Plant Industry Bureau, Exotic Pest Information (July 2000) packets. Bria commented that because of the recent mild winters, Northern Wisconsin is hard hit from gypsy moth.

UW "Cluster" Hiring Initiative

Roald reported on the UW "Cluster" Hiring Initiative. Copies of a correspondence letter Mr. Jeffrey C. Stier, UW-Madison, Dept. of Forest Ecology and Management, were handed out. The letter basically

states that the Dept. of Horticulture is developing a proposal for a “cluster hire that involves the positions you indicated would be critical to your industry.” Urban forestry will need to compete with other cluster hire proposals and, therefore, it is important that the Council keeps abreast of events and makes our case for the need for these positions. Dick read aloud a correspondence from Bruce Allison, describing his failed attempts to meet with the Chancellor from the UW-Madison. He was instead encouraged to participate in Dean Aberle’s Board of Visitors. It is a 25-member board appointed by the Dean, and he selects people who are recognized in their industry, willing to be active professionally and politically, and represent diversity. Appointments are for 4-year terms with no reappointment. Nominations are taken in November for the following spring. Dick suggested putting together a list of people for consideration to be approved at the October meeting. Chris is to contact Bruce Allison about serving on the Dean’s Board of Visitors. Bruce recommended Bliss Nichols, Wayne Johnson, or Dick Rideout as potential candidates in his letter. The Nominating Committee and Chair will compile the list.

Program Review Update

Dick reported that the present program report is due in December. A final draft must be completed by the October meeting for review and input by the Council. The program review among other things promotes an initiative for new positions. This initiative would include hiring two more regional coordinators, a full-time program assistant and creating a partnership coordinator position that would develop statewide support from industry/business and state.

Lisa Burban supplied copies on the draft Wisconsin Urban and Community Forestry Program Review to the Council.

Incoming Chair

Roald thanked the Council for the opportunity to serve as Chair for past two years and was presented with a plaque commemorating his service.

Christine Giese took over as presiding Chair and requested a motion to adjourn. Mark Dochnahl moved. Bob Miller seconded. The meeting adjourned at 2:30 p.m.

Respectfully submitted,

Ryan R. Baker
Acting Secretary